

Entrepreneurship and Small Business by Drew Giblin

President Calvin Coolidge said: "The business of America is business." I would say that the heart of America is small business and entrepreneurship. The entrepreneurial spirit drives millions of Americans to start their own businesses and realize their dreams. I come from family experience built on the entrepreneurial dreams of my stepfather. Through him and his business, Fitzgerald & Company, I learned a lot about how American entrepreneurship defines the U.S. as a country, and Americans as a people.

My stepdad, Dave Fitzgerald, loved advertising. He still does. He began working in advertising right after finishing his M.B.A. in Ohio. He moved way down south to land his first job, working for a small salary at a well-established advertising firm in Atlanta, Georgia. He quickly made his mark in the Atlanta market, and was soon managing major accounts, learning in the process, what his clients were really looking for.

After seven years with two established firms, in 1980, Dave joined a small start-up agency. Although the company floundered, he snagged the Marriott account and was able to build up a close relationship with the group. So, when he decided to leave the failing firm in 1983, Marriott asked him to start up his own agency to handle their business. In December 1983, Dave Fitzgerald founded Fitzgerald & Company, his own advertising agency. Today, the firm is a major part of multinational marketing giant McCann Worldgroup, and one of the top full-service advertising, brand-building and marketing agencies in the U.S.

Starting with just one business partner, and one account, Dave developed a specialty for taking retail customers with market potential and helped them grow quickly. With great advertising and passionate communication about the products his clients were selling, Dave was able to make a difference to his customers. Fitzgerald & Company eventually began buying companies itself. The firm currently counts corporations like Coca-Cola and InterContinental Hotels on its client roster, and has even helped advertise for the country of Aruba.

What was the secret? I think that the Fitzgerald formula matched the plans of so many small companies in America: find a need

that is going unfulfilled; develop a concept to fulfill that need; gather the resources to do the job; deliver a service that is affordable and effective; and do the job with passion and dedication to your customer.

These are the elements that turned Dave Fitzgerald's two-person advertising shop into a successful 200-employee firm today. Each step is essential in building a successful new business, and the passion and creativity of entrepreneurs becomes even more important as small businesses grow to face greater competition from bigger players, not just in America, but all over the world.

In the United States, there are more than 20 million Americans who are running their own firms or working toward building their own businesses. And these determined business founders reflect America's diversity. Recent immigrants have some of the highest rates of entrepreneurship, and American women have higher rates of entrepreneurship than men in almost any other country.

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Democratic U.S. Senate candidate Alexi Giannoulias accompanied by owner, Tom Glavin (right) shakes hands with employees (from left) Kelvin Long, Marci Gross, and Meg Glavin while visiting with small business owners at Glavin Security Specialists on March 11, 2010, in Chicago. Giannoulias spoke of the need for government support to small businesses across the country during difficult economic times. (AP Photo/M. Spencer Green)

The American Center

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H O L I D A Y S

September 6: Labor Day
September 10: Ramzan Id

A WORD FROM THE CENTER

Dear Readers:

It's hard for me to believe, but the time has come for me to bid you farewell. My tour in Mumbai has been unforgettable, and the time passed far too quickly, but as the saying goes, all good things must come to an end. There are so many things I will miss: the food, the lovely monsoon rains, the dabbawallas around Churchgate station, the travel destinations, the smiling, helpful, and always resilient Mumbaiers, and the vibe and energy of this megacity.

I've been fortunate to travel around Western India a bit over the past two years, and I've always been pleasantly surprised to hear from one or other of our readers that their family has been involved with the American Center, the bulletin, or the Library for generations.

Thank you for joining us at the American Center for our events, being loyal patrons of the American Library, and for reading SPAN and the bulletin and sending us your letters, ideas, and suggestions. If you are not an American Center fan on Facebook, please join us at www.facebook.com/amcentermumbai and remember that our library catalog is also online.

With my return to Washington, D.C., and Acting Director Lynne Gadkowski's move to New York City, the American Center welcomes a new Director, Deputy Director, and Cultural Affairs Officer in August and September. Two of the incoming officers have previously served in Mumbai and are returning for a second tour.

Likewise, I hope to return soon to this fascinating, chaotic place that has become my second home. Until we meet again...

Warm regards,



Robyn Remeika
Cultural Affairs Officer



Senator Jeanne Shaheen (left), and Senator Olympia Snowe (center) speak with Small Business Administration Regional Administrator Jeanne Hult (right) on August 12, 2009, before the start of a Small Business Field Hearing in Portland, Maine. Snowe is Ranking Member of the U.S. Senate Committee on Small Business and Entrepreneurship of which Shaheen is also a member. (AP Photo/Joel Page)

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Immigrants have always played a crucial role in building new businesses in America and they are now responsible for great American companies like Intel, Sun Microsystems, eBay, Yahoo! and Google. The famed Silicon Valley in California owes most of its start-up companies to immigrant founders.

Nearly all American businesses start small. In 2004, according to the U.S. Census Bureau, there were more than 25 million companies in the United States. Nearly four out of five companies were one-person shops, just a single entrepreneur trying to make his or her idea into a viable business. Of the nearly six million firms with employees on staff, more than half had four employees or less. But these firms were paying their employees more than \$200 billion dollars a year in salary.

And what does all this focus on business and entrepreneurship mean for Americans? It is a tradition that is cherished and handed down, as entrepreneurs raise their families to believe in the possibilities of starting your own business, with a passionate drive for customer service and determination to deliver a new idea into the world. My family is the perfect example. Though I went into government service, my brother is fresh out of college and already taking after my dad. He is trying to start his own company selling solar panels in Atlanta. He's only got one partner and a couple of potential clients, but he sees a world of opportunity out there in harnessing the sun to save money and energy for his future customers.

Drew Giblin works at the U.S. Consulate General, Mumbai



Over 300 Philadelphia area small business owners met with federal, state, and city officials to pursue collective selling opportunities at a TeamingUSA program sponsored by American Express OPEN and Business Matchmaking at the Hilton Hotel Philadelphia on April 14, 2010. (From left) Denise Rodriguez-Lopez, TeamingUSA; Nancy Hood, American Express OPEN; Ricardo Sacidor, U.S. Small Business Administration; Margaret Shaw, TeamingUSA; Dan Sturdivant, Department of Homeland Security; Ann Marshall, Business Matchmaking; and Christine Cuoco, American Express OPEN. (Mark Stehle/ AP Images for TeamingUSA.com)

NOTES FROM THE AMERICAN LIBRARY

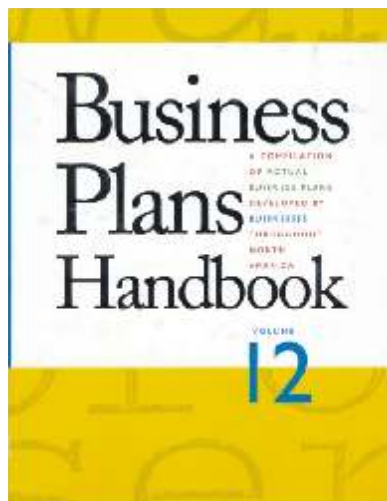
Select Resources Available on Entrepreneurship

Books

Business Plans Handbook: A Compilation of Actual Business Plans Developed by Businesses Throughout North America, Volume 12

Edited by Lynn M. Pearce
Thomson Gale, 2007

This book is a collection of actual business plans compiled by entrepreneurs seeking funding for small businesses throughout North America. It presents 20 sample plans used by entrepreneurs to gain funding support for their new businesses. It also features a directory section that includes a listing for venture capital and finance companies specializing in funding business ventures.

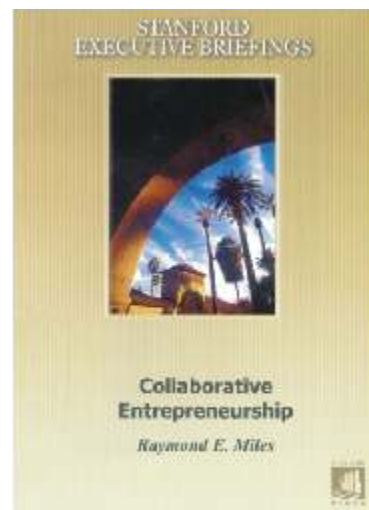


DVDs

Collaborative Entrepreneurship: Creating Wealth Through Networked Firms

by Raymond E. Miles
Kantola Productions, 2006

In this DVD, Prof. Miles explains how self-managed projects among multiple firms can be used to generate innovation and market placement. He describes one such model: the establishment of communities of networked firms that leverage their knowledge base and their entrepreneurial know-how to create economic wealth through continuous innovation.



Online Periodical Databases

Proquest: ABI/INFORM Trade & Industry

One among several databases of Proquest, ABI/INFORM Trade & Industry provides access to over 1200 business periodicals related to trade and industry. It provides users with the latest industry news, product and competitive information, marketing trends, and a wide variety of other topics. Contains publications on every major industry, including finance, insurance, transportation, construction, and many more.

***Proquest:
ABI/INFORM
Trade & Industry***

EBSCOhost: Business Source Elite

Part of the EBSCOhost on-line database, Business Source Elite provides full text coverage for over 1000 business publications and economic journals. The collection of titles provides information dating back to 1985. More than 10,100 substantial company profiles from Datamonitor are also included. This database is updated on a daily basis via EBSCOhost.

***EBSCOhost:
Business Source
Elite***

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Grassroots Democracy in America

Discussion led by Katie Plona

Monday, September 20
American Center Auditorium

6:00 p.m.

The focus of the September "Mumbai Mondays" is on grassroots democracy in the United States, from the campaign trail to the halls of state government. Please join us for a discussion on the ins and outs of legislative and electoral politics in part one of a two-part series on American politics, as part of our "Mumbai Mondays" series.

Katie Plona has been active in state and local politics since graduating from college. Prior to joining the Foreign Service in 2009, Katie worked on campaigns in Wisconsin, and was an aide to state politicians and Wisconsin's governor. Most recently, she was the legislative director for the Wisconsin Department of Health and Family Services. Katie also recruited women to run for local office and trained campaign organizers.

American Center Auditorium
3:30 and 6:30 p.m.

Friday, September 17

It's a Wonderful Life
(1946, 130 mins)

Classic comedy/drama that is the quintessential Frank Capra film. James Stewart is a small-town banker who is driven by circumstances, one Christmas Eve, to consider suicide, only to be shown by neophyte angel Henry Travers what a difference his life has made. Cast includes Donna Reed, Thomas Mitchell, Lionel Barrymore, and Ward Bond.



Friday, September 24

Baby Boom
(1987, 103 mins)

Diane Keaton is hilarious as a successful, yuppified New York executive who inherits a relative's infant and must make the adjustment from "fast track" to "mommy track." Sam Shepard, Harold Ramis, and Sam Wanamaker costar.



Documentary Film Screenings

American Center Auditorium

Another Day in Paradise (2008, 90 mins)

September 9, 6:00 p.m.

An intimate film about three men performing disparate but connected roles on an aircraft carrier, the USS Nimitz, from flying F18s, to maintaining the aircraft, to loading bombs. Going deeply into the personal lives of these individuals, the film portrays them dealing with life as fathers and soon-to-be fathers, while also confronting and questioning issues surrounding their work on board ship and the role of the Navy in a time of war.

Eat at Bill's (2007, 67 mins)

September 23, 6:00 p.m.

A family-owned produce market in Berkeley, California, has become a phenomenon for small growers and diverse customers alike. Owner Bill Fujimoto fuels the enterprise with enthusiasm and experience, and his passion for connecting customers with the very best has attracted a small army of Bay Area restaurant chefs who know that the Monterey Market's back room is the place to find the season's finest.

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Robyn Remeika and Rizwana Sayed

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Admission to American Center programs, restricted to persons over 14, unless otherwise specified, is on a first-come, first-served basis. The auditorium doors will open 30 minutes before the start of the program.